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LAS VEGAS METRO CHAMBER OF COMMERCE

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| APRIL 2016

PRIDE OF PLACE: **The T-Mobile Arena**





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Engage in the (Metropolitan) Revolution

KRISTIN MCMILLAN
PRESIDENT & CEO

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uccess in business comes from a good understanding of your assets, maximizing them to create opportunities for economic growth and measuring up favorably against your competition. So it is with communities as

well. Let's ask. Are we utilizing our community's greatest assets to their best advantage? Are we seizing upon prudent opportunities for infrastructure development that will provide economic gains to secure our future? Do we have the type of amenities that will attract and retain business, as well as a sustainable and talented workforce? What best practices can we learn and adopt from other cities that have positioned themselves well?

I recently traveled to Orlando and had the opportunity to visit with the leadership of that city's airport, public convention center, destination marketing organization, and hospitality college at University of Central Florida – and tour the related facilities. The purpose was to take a close look at a city that also benefits from tourism as its core industry and to assess how Orlando has invested in infrastructure to position itself for the future. Around the same time, representatives of the Metro Chamber joined a delegation of Southern Nevada business and community stakeholders to explore Denver. The recent development of Denver's light rail system to connect its international airport to the city's commercial core and other major hubs of activity (including a new line to the University of Colorado opening later this month) is exciting. Expansion of its convention center, an overhaul of the Denver Performing Arts Complex, and stadia are also spurring business development and creating opportunities for economic growth.

So what is a key takeaway to be gleaned from these peer cities and how they approach investment in economic-incentivizing initiatives and infrastructure? One common thread was apparent: the community leadership of these cities are aligned and engaged behind a shared vision of the future of their metropolitan regions. They go after big things with gusto and check self-interest at the door in favor of the bigger picture.

As we heard from Dr. Robert Lang of Brookings Mountain West and Jim Murren of MGM Resorts International at Preview Las Vegas back in January, it will take the collective efforts of our community and business leaders to advance our region. Through a networked and united leadership committed to advancing a single comprehensive vision for the region, we will be able to put in place *now* the infrastructure we need to succeed tomorrow. It's what the "metropolitan revolution" is all about.

The Metro Chamber is proud to help facilitate the Southern Nevada Forum that brings together members of our community, along with legislators, to advance regional priorities for consideration during the 2017 Legislature. Cultivating community leaders is also paramount to regional success. The Metro Chamber has invested in advancing our community's most dynamic leaders for almost three decades through its leadership programs. Leadership Las Vegas and Leadership Advance (also known previously as Leadership North Las Vegas) have graduated more than 1,300 alumni hailing from nearly every industry and committed to creating more opportunities for our region. Alumni can be found in boardrooms, rolling their sleeves up in the community, representing Nevadans in local and state governments, engaging with non-profits, and affecting change for our community. This is a great time to explore Leadership Las Vegas and Leadership Advance – applications are now open for both programs. If you would like additional information, visit leadership.vegas or contact us at the Metro Chamber. We can connect you with an alumnus who can show you how these programs helped them in their professional and personal journeys.

As we continue on our community's "metropolitan revolution," I encourage you to see what your role can be. Join a Southern Nevada Forum committee to participate in setting regional priorities for the 2017 Legislature. Explore the Metro Chamber Foundation's Leadership programs for you and your employees. And above all, be engaged in shaping our community's future.

Wake up your smart.



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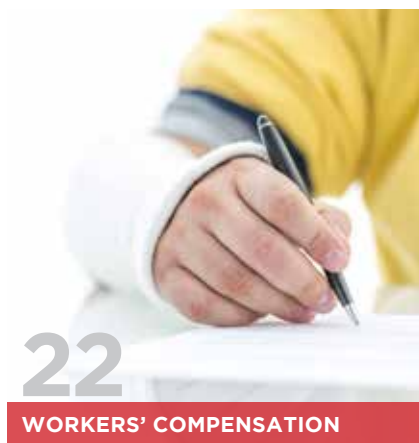
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Chamber News



U.S. Congressman Joe Heck Engages Members at Eggs & Issues

U.S. Congressman Joe Heck, representing Nevada's Third District, will be the featured speaker at Eggs & Issues on April 6. Eggs & Issues is an information-packed, interactive series that gives Metro Chamber members insights on relevant and timely federal issues. U.S. Congressman Heck will discuss current legislation before Congress, and how it impacts the Southern Nevada business community. Eggs & Issues will be held at Green Valley Ranch Resort, Casino & Spa from 8:00 – 9:30 a.m. Tickets are \$40 for members, \$55 for non-members and \$400 for a table of ten. For more information on Eggs & Issues and to register for the event, visit LVChamber.com.

Mix and Mingle at Business Blend at Texas Station

Engage in high-energy relationship building at the next Business Blend on Thursday, April 21. Join the Metro Chamber and Vegas Young Professionals for a night of mixing, mingling and connection-building at Texas Station. Get a sneak peak of Texas Station's renovated ballrooms, sample bites from its variety of restaurants, get the information you need about upcoming Metro Chamber programs and benefits, and create new business relationships to connect you with customers and the community. The event is complimentary to Metro Chamber and VYP members. RSVP at LVChamber.com or call 702.641.5822.

Applications Open for Leadership Las Vegas and Leadership Advance

Applications are being accepted for the Leadership Las Vegas and Leadership Advance Classes of 2017. Leadership Las Vegas is the premier executive development program in Southern Nevada, giving participants an opportunity to learn about the inner workings of the Las Vegas Valley to deepen their community leadership and involvement. Leadership Advance is tailored specifically to emerging leaders and those wanting to enhance their leadership skills, and gives participants hands-on leadership training in addition to an in-depth look at Southern Nevada. Applications for Leadership Las Vegas are due May 19, and applications for Leadership Advance are due June 2. For more information on Leadership Las Vegas or Leadership Advance and how you or an employee can apply for the incoming class, visit leadership.vegas or call 702.641.5822.

Spotlight Your Brand and Make New Contacts at Business Expo

Business Expo, the Metro Chamber's annual trade show, is **Wednesday, June 15**. With a captive audience of nearly 2,000 business professionals in Las Vegas, Expo is an opportunity not to be missed. Exhibiting is an excellent platform for Metro Chamber members to build brand recognition, introduce new products and services, and meet leads, customers, and service providers from new and established companies. A exhibitor workshop will be held Wednesday, May 18, to help exhibitors plan their booth, order additional services, and get valuable tips and tricks for a successful and productive trade show. For more information or register for an exhibit booth, starting at \$575, visit LVChamber.com or call 702.641.5822.

WaterSmart LANDSCAPING PAYS



Now receive an increased cash rebate of \$2 per square foot when you replace the grass around your business with water smart landscaping. It's not only a smart business move - you'll be doing your part to conserve water. And using less means more. Restrictions apply. To learn more, visit snwa.com or call 702-258-SAVE.



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News You Need



APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

File your Taxes before April 18

Taxpayers have an array of options for help in preparing and filing their federal tax returns. While some taxpayers prefer to prepare their own returns, many others seek help in preparing their tax returns and determining tax filing and payment obligations. Electronic filing is the easiest way to file a complete and accurate tax return, and there are a number of resources that can help you along the way. Be sure to check the Metro Chamber's online member directory at LVChamber.com. You can also visit irs.gov to access resources, find help to resolve tax disputes, and get assistance preparing returns.

FDIC Issues New Rule on Reciprocal Deposits

The FDIC has made revisions to several proposed rules regarding the assessment of deposit insurance for small banks, classified as under \$10 billion in assets. "Prior to the FDIC's action, reciprocal deposits were classified as brokered deposits, thereby considered 'non-core' and volatile by federal bank regulators," says Maria Contreras-Sweet, U.S. Small Business Administration administrator. "By classifying these funds as 'core,' banks will be able to expand their lending activity, which will positively impact their small business customers." This action by the FDIC eliminates the extra cost associated with reciprocal deposit funds, which will benefit smaller community banks that are particularly effective in making loans to small businesses in underserved markets. For more information on the new rule, visit fdic.gov.

Clark County Urges Voters to Choose Email Sample Ballots

Clark County is encouraging voters to choose an electronic sample ballot, instead of having the traditional paper ballot mailed to them. Due to a recent change to state law, Clark County voters now have this option, which could help taxpayers save more than \$1.5 million, and more than 50 tons of paper and other resources. Nevada law requires your email address to be kept confidential, and may not be given to other parties. For more information, or to choose your electronic ballot and access other online voter services, such as printing forms to update your registration, applying to be a poll worker, or viewing elected officials for your precinct, log in to Registered Voter Services on clarkcountynv.gov.

Federal Government Breaks Contracting Record for Women-Owned Small Businesses

For the first time, the federal government reached its women-owned small business contracting goal of 5.05 percent, or \$17.8 billion in contracts awarded. Women-owned businesses employ about eight million U.S. workers, and the U.S. Small Business Administration (SBA) recently added 36 new industry categories where women can compete for set-aside contracts and sole-source awards. For more information on getting your business certified as a women-owned small business, read the February issue of the *Business Voice* online at LVChamber.com and visit sba.gov.

For Your Benefit

NEW Aetna Dental Access Card Now Available

Nevadans can now enjoy savings on dental services at more than 169,000 dental practices nationwide. Through a special program in partnership with Aetna and United Networks of America, the company that produces the Nevada Drug Card, you can save 15-50 percent per visit (actual costs and savings vary by provider) through participating dental providers and specialists. Enrolling in the program is easy: visit dentallogin.com, and enter your name and the password AETNAKW001 where prompted. You can either print out a copy of the card or simply take a screen shot with your smart phone, and then present the card at a participating pharmacy or dental office. You can also look up a comprehensive list of providers on the website. This is a great benefit – at no cost to employers – to offer employees and their families. For questions on the program, contact 888.331.9711.



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of businesses celebrating
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Working For You

JOIN THE METRO CHAMBER IN WASHINGTON, D.C.

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he Las Vegas Metro Chamber of Commerce will travel to Washington, D.C. from June 6-10. Open exclusively to President's Club members, as well as members of the Metro Chamber Board of Trustees and Government Affairs

Committee, the Metro Chamber's annual Washington, D.C. delegation includes meetings with Congressional members, policy groups, trade associations, and think-tanks. The Metro Chamber will also be holding several receptions during the trip to further build relationships with Congressional leadership and strengthen existing connections. This annual trip provides members with a unique opportunity to interact and meet with federal leaders and policy makers regarding important issues that are facing Nevada's business community at the national level.

- Registration Fee: \$995 per person (includes all transportation from hotel to meetings plus meals and receptions)
- Hotel: \$209 per night. Please contact Maisie Rodolico, as the Metro Chamber has a dedicated RSVP website for the room block.
- Please note that you are responsible for your own air travel and transportation from the airport to the hotel.
- Registration is now available at LVChamber.com.
- All transactions are final.

If you have any questions or need any additional information, please contact Maisie Rodolico at 702.586.3846 or mrodolico@lvchamber.com.

Adoption of Commerce Tax Regulations

On March 18, the Nevada Department of Taxation conducted its final workshop to gather comments from Nevada businesses about possible regulations associated with the implementation of the Nevada Commerce Tax. The Nevada Department of Taxation is expected to consider the adoption and approval of the proposed regulations at its meeting on April 11. A copy of the proposed regulations are available for review by the public at tax.nv.gov. Members who were not able to attend the workshop but have feedback about the possible regulations relating to the Nevada Commerce Tax may send their comments to the Metro Chamber Government Affairs Department for submission. Please submit comments to pmoradkhan@lvchamber.com.

SAVE THE DATE! Southern Nevada Forum

Join the Metro Chamber, along with Southern Nevada legislators, local government officials, business leaders and other community stakeholders, on May 5, to discuss and prioritize regional priorities in the areas of K-12 education, higher education, transportation infrastructure, economic development, health care and good governance for the 2017 legislative session. The Southern Nevada Forum will be held at UNLV's Stan Fulton Building. Registration is available at LVChamber.com.

Moving Forward

Let Us Know Your Transportation Values As We Work To Move Our Community Forward

By Tina Quigley,
Regional Transportation Commission of Southern Nevada General Manager



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eeeping pace with growth in Las Vegas has always been a challenge. With our population forecasted to grow to three million by 2040 and our visitor volume to increase from 41 to 53 million by 2030, Southern Nevada is at a critical juncture in its transportation landscape.

As general manager of the Regional Transportation Commission of Southern Nevada (RTC), we want to hear from you about your transportation values. It is no secret that our community's needs far outweigh the resources available when it comes to our infrastructure. As we prioritize projects throughout the valley, the RTC wants your input and opinions through a short online survey.

The RTC recently created the Transportation Resource Advisory Committee (TRAC) of 36 community and business leaders who will evaluate the survey results and provide direction about our community's transportation values and potential funding mechanisms.

So please tell us... do you value increasing safety or minimizing congestion? Is maintaining existing roads or building new ones more

important? Your feedback on these and other issues is critical as we work to prioritize projects based on available revenue.

Please take a few minutes to complete our survey at **rtcvision.metroquest.com**. We encourage you to share it with your network of friends, family, and business associates. The more feedback we receive, the better we can shape the valley's landscape to reflect the priorities of our residents.

You may also be interested to know that from January 2014 to December 2016, a portion of what drivers pay at the pump helps fund transportation projects throughout Clark County. For motorists, this averages to about a dime a day over the three-year period. Called Fuel Revenue Indexing (FRI), this investment at the pump generates approximately \$700 million to fund 220 projects in Southern Nevada, ultimately creating more than 9,000 jobs and improving commutes and connectivity valley-wide. It also keeps our community attractive and viable for future, long-term investment.

As of December 31, 2015, the RTC has awarded 138 design and construction contracts, including work for 72 local small businesses. More than \$328 million

in FRI funding has been committed, creating 4,231 jobs across the valley thus far. The FRI program expires in December of this year. However, residents will have the opportunity to vote in the November 2016 election to continue the fuel revenue indexing program for the next 10 years, helping to ensure that our transportation infrastructure can continue to meet the travel demands of our growing community.

With FRI-funded projects, along with hundreds of private development, utility, and other roadway improvement projects currently underway, resulting traffic delays can be frustrating. The RTC launched its "Seeing Orange" campaign to answer inquiries about all construction projects throughout the valley, including those not funded by FRI. Visit SeeingOrangeNV.com or call 702-928-CONE (2663), and you'll receive an answer within 72 hours.

As the region's metropolitan planning organization, it is the RTC's responsibility to ensure that it has a long-range transportation plan that will be able to accommodate our burgeoning resident and visitor population. We appreciate your help in creating this plan and making our community one that will enjoy sustained economic growth and high quality of life for generations to come.

Your scene | You're seen

Business Power Luncheon: The Business of Emerging Medicine



During an information-packed Business Power Luncheon, Dr. Barbara Atkinson, founding dean of the UNLV School of Medicine, Dr. John Dougherty, dean of the college of osteopathic medicine at Touro University Nevada, and Dr. Mark A. Penn, chancellor of the Summerlin campus and founding dean of the college of medicine at Roseman University of Health Sciences, discussed the critical shortages of health care in our region and how their respective campuses are addressing these gaps. During the luncheon, the Free Enterprise Award was presented to Angelo Cassaro, founder of A.A. Cassaro Plumbing, and James Gibson, former three-term mayor of Henderson and former Vegas.com executive.

Business After Hours at Chandelier Banquet Hall



More than 150 Metro Chamber members mixed and mingled in the new Chandelier Banquet Hall. Guests sampled the venue's light bites and bar offerings as they exchanged business cards and built new business relationships.



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PRIDE OF PLACE: The T-Mobile Arena

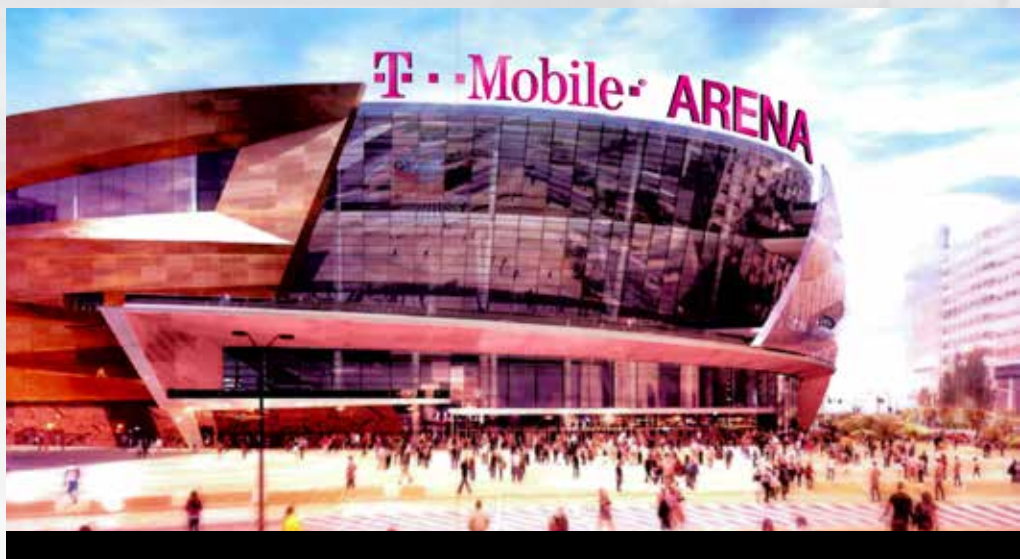
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t 650,000-square-foot spread across 16 acres, the T-Mobile Arena, a joint project of AEG and MGM Resorts International, is a

much needed addition to the events economy in Southern Nevada.

With more of our competitors – like Orlando, Dallas, and Chicago – introducing new infrastructure to seize Las Vegas’ market share in the events industry, the Arena is an asset already flexing its muscles in the realm of entertainment, sports, and special events. Boasting 20,000 seats and a menu of facilities and services to cater to both locals and visitors, it is a formidable resource for the Valley. And while the Arena isn’t a silver bullet to solve all of our events infrastructure shortages, it is an exciting development and an impressive notch on Las Vegas’ entertainment belt – and one that the local business community can also embrace as it opens to the public this month.

“The T-Mobile Arena reconfirms Las Vegas’ position as the Entertainment Capital of the World. We have incredible hospitality and entertainment in Las Vegas and we hope that locals and visitors will come and explore T-Mobile Arena,



Toshiba Plaza, and The Park,” says Rick Arpin, senior vice president of entertainment for MGM Resorts International. “We are extremely excited to showcase a homegrown band as our opening act and know that we need to continue to program the venue with artists and events that appeal to everyone. While out-of-town guests will play an important role in the arena’s success, we are very focused on the local business community. We have toured many local business

leaders and community influencers through the venue and many of them have said how excited they are about the building. Because T-Mobile Arena is not attached to an integrated resort, it is truly a venue for the community.”

The \$375 million T-Mobile Arena is a congruity of design and function, representing the luxury and “only in Vegas” amenities that make our core hospitality industry so dynamic. With 50 luxury suites, more than

T-Mobile® ARENA



two dozen private loge boxes, dedicated fast-track VIP entrances, event level memberships, and other ways to upgrade, it allows for a customizable experience for the 100-150 annual events it will house. It is also designed for U.S. Green Building Council LEED Gold Certification, staying consistent with MGM Resorts' commitment to sustainability and environmental responsibility.

The Park, mentioned by Arpin above, references the central gathering

point between the Monte Carlo and New York-New York resorts, where the arena is nestled. It will serve as the pedestrian pathway to the arena, and features shade structures that evoke the desert look and feel of the region, several restaurants, bars, and entertainment options, and plenty of patio seating. Restaurants and bars include Beerhaus, California Pizza Kitchen, Bruxie (the first Las Vegas outfit of the popular Orange County establishment), and Sake Rok. The Park will debut on April 4, and aims

to complement the entertainment offerings of the 20,000-seat arena to visitors and residents.

The arena's strategic approach to programming speaks to the variety of entertainment Las Vegas provides both visitors and its residents. "We will seek out the biggest acts in entertainment and we are seeing tremendous inbound interest as promoters, agents, managers, and artists hear more about T-Mobile Arena; we

THE ECONOMIC IMPACT OF THE T-MOBILE ARENA

1,500+ construction
jobs during the two-
year project

\$238.8 million in
direct wages,
\$341.6 in indirect
and induced impacts

The Arena
will employ:
647 direct workers,
and impact
1,035 jobs
(including indirect
and induced jobs) -
\$314.6 million in
annual wages

Public revenue
impacts -
Expected to reach
\$51.4 million
annually, benefiting
state and local
jurisdictions



are very fortunate with the caliber of talent that wants to perform in T-Mobile Arena,” says Arpin. “For our opening weekend, we wanted to do something local that had a Vegas twist so The Killers with Wayne Newton and Shamir – all Vegas acts – was a great fit.” The team also secured an exclusive North American residency with George Strait, as well as rare performances from Billy Joel and Guns N’ Roses, regrouping for the first time in 23 years on the stage of the T-Mobile Arena. These represent what Forbes has recognized as a fast-growing trend of musical tourism – a destination for musical entertainment, complete with enhancements like add-on amenities, fine dining options, and experiential touches.

The T-Mobile Arena’s programming also extends into sports. The Pac-12 Men’s Basketball Tournament will stay in Las Vegas for at least the next three years, and will play its upcoming tournament in the T-Mobile Arena. The Harlem Globetrotters will celebrate 90 years of its family show on April 19 at the Arena as part of its 2016 world tour. In addition, the Arena will host its first boxing event on May 7, featuring Canelo Alvarez and Amir Khan, two major names in boxing. In July, UFC 200 will take place at the

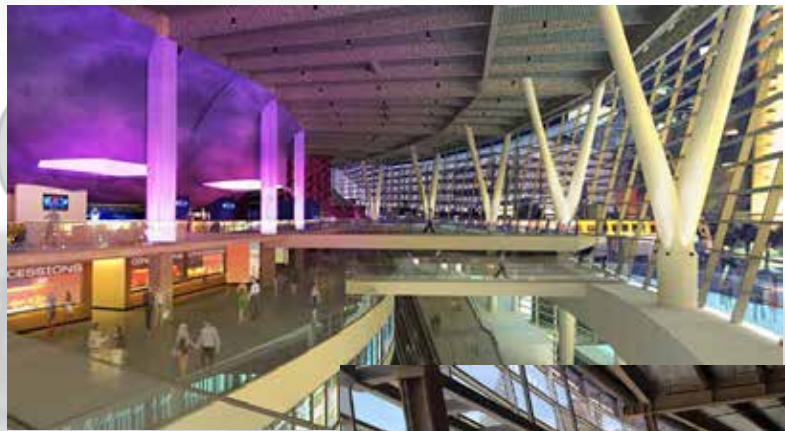
Arena. There is also the potential of a National Hockey League franchise coming to Las Vegas and calling the T-Mobile Arena its home. While still in flux, people are optimistic that a successful ticket drive and the ongoing support of the community, as well as the infrastructure to attract hockey fans throughout North America, will continue to drive the initiative in forward motion.

The T-Mobile Arena is impressive. Its size, amenities, entertainment offerings, and programming are competitive and well-appointed, appealing to broad audiences of both residents and visitors. But how can the business community engage with the T-Mobile Arena beyond buying a ticket?

“We welcome the business community into T-Mobile Arena and have excellent spaces for lunches, meetings, and group events. This venue was built for Las Vegas and we have been actively speaking to the local business community,” says Arpin.

With the addition of the T-Mobile Arena to MGM Resorts International’s Las Vegas venues, local businesses can also compete for contracting opportunities with the Arena. Through its global sourcing team, MGM Resorts

- Mobile



International purchases, among others, facilities and engineering products and services, food and beverage, hotel supplies and linens, corporate services such as janitorial and travel services, and more. For more information on the purchasing opportunities, visit mgmresorts.com.

Las Vegas has never been a metropolis to shy away from change or build the next outfit to add to the city's entertainment and hospitality offerings. While our overall events infrastructure still needs to be amplified and expanded to stay ahead of our major competitors, the debut of the T-Mobile Arena, aside from opening up myriad opportunities for new visitors through diverse and high-demand programming, also helps bolster Las Vegas' place as the destination for events, and keeps our city as the paradigm of the events economy. And that is something to which all of us can have pride of place.

For more information on the T-Mobile Arena, visit arenalasvegas.com or mgmresorts.com.



New Benefit

CONNECT TO SAVINGS WITH NEW BENEFIT FROM COX



T

hrough a partnership with the Cox Communications Affiliate Partner Team, Metro Chamber members now enjoy

discount offers on any new Cox services. Special offers, including exclusive discount bundle offers and one-time bill credits of \$25 for each new service, up to \$100, are included in this new discount program. This program is also available to all member employees, as well, so member employers can extend this as a perk of employment for their businesses.

A sampling of the products and services available through this new program include:

- **High Speed Internet** – At up to 1,000 MB/second, Cox has some of the fastest Internet speeds in the U.S. Cox Internet subscribers also have access to more than 400,000 Wi-Fi hotspots nationwide. Included with Cox's Internet packages are up to 10 unique email accounts (each with up to 2 GB of storage and SpamBlocker to keep your systems running safely). Cloud Drive from Cox is also available

for subscribers to store their data, and is included with all Internet packages.

- **Advanced TV with Contour** – With more than 220 channels with Advanced TV, there is also no charge for additional access to more than 130 HD channels. Cox's television packages also offer an optional six-tuner DVR that holds up to 1,000 hours of programming and can record up to six shows at one time. The popular Contour TV product also offers a more personalized TV viewing experience and helps the user select shows based on that user's unique programming choices. Also plugged into these TV packages are options for mobile watching through a smart phone or tablet.
- **Cox Home Telephone** – Cox has been awarded 10 consecutive J.D. Powers awards for customer satisfaction with its telephone services. Features of the telephone service include special rates for international calling and long distance, called ID, phone tools to check call details from any Internet connection, and e911 capabilities.

- **Cox Homelife** – This state-of-the-art home automation and home security product gives customers peace of mind and the ability to remotely tap into their households. Users protect their homes with 24/7 professionally monitored security, door and window sensors, and motion detectors, with optional carbon monoxide and flood alerts. Users can also monitor their homes through camera and live video or recordings via the Homelife app on their smart phone. Users can also remotely control their thermostats, lighting, small appliances, and door locks from anywhere with additional features.

Metro Chamber members can tap into exclusive bundling services, one-time bill credits, and other member-specific offers through an affiliate services concierge team at Cox. Access these discounts by visiting LVChamber.com or by calling the member engagement team at 702.641.5822 for more information.

A smiling woman with long dark hair, wearing a blue and white plaid shirt, is the central figure of the advertisement. She is positioned in front of a blurred background that appears to be a business office or shop, with shelves and various items visible. A large, semi-transparent blue banner is overlaid across the middle of the image, containing the main text.

In Business? Join Business!

SIGN UP TODAY!

Visit LVChamber.com or call us at 702.641.5822



RESOURCES

Networking
opportunities

Perks and discounts

Marketing
opportunities

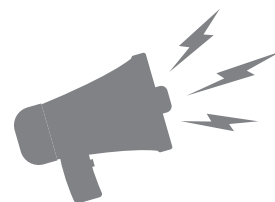


PARTNERSHIP

Community
relationships

Boost our economy

Opportunities
to volunteer



ADVOCACY

Representation at local,
state and federal levels
of government

Candidate endorsements

Promoting Nevada's
economic development

What's Happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **APRIL**.

How to Register:

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.

CHAMBER UNIVERSITY

FRIDAY, APRIL 1

Top HR Issues for Small Businesses

FRIDAY, APRIL 8

#Staying Social: Become an Expert in New Social Media

FRIDAY, APRIL 15

Greening Up Your Business

FRIDAY, APRIL 22

Fundamentals of Supervision & Management

FRIDAY, APRIL 29

Business Finance for Non-Finance Personnel

4

MONDAY, APRIL 4

SOUTHERN NEVADA FORUM ECONOMIC DEVELOPMENT COMMITTEE

Join the Metro Chamber, along with Southern Nevada legislators, local government officials, business leaders and other community stakeholders as they gather to identify and discuss regional priorities related to economic development for the 2017 Legislature.

3:30 – 5:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Complimentary.

4

MONDAY, APRIL 4

VEGAS YOUNG PROFESSIONALS TOASTMASTERS

The VYP Toastmasters group is for all members to aid in the development of speaking, presentation, and leadership skills.

6:30 – 8:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Complimentary for guests

\$60 to join, \$36 every six months.

Presenting Sponsors: Cox Communications and UnitedHealthcare

5

TUESDAY, APRIL 5

CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

11:30 a.m. – 12:45 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

\$54 every six months. Guests always complimentary.

5

TUESDAY, APRIL 5

CHAMBER CONNECTIONS

Chamber Connections is a dedicated leads group comprised of professionals from a variety of industries. This is a place for professionals to grow their network and their businesses by sharing contacts, referrals and ideas.

5:30 – 7:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Contact chamberconnections@lvchamber.com or call 702.641.5822 for space availability and cost.

6

WEDNESDAY, APRIL 6

EGGS & ISSUES FEATURING U.S. CONGRESSMAN JOE HECK

U.S. Congressman Joe Heck, representing Nevada's Third District, will address the business community on important federal issues impacting the region. Congressman Heck, currently serving on the House Permanent Select Committee on Intelligence, House Armed Services Committee, and the Education and the Workforce Committee, will make remarks about important legislation before Congress and participate in a Q & A session with the audience.

8:00 – 8:30 a.m. Registration & Networking

8:30 – 9:30 a.m. Program

Green Valley Ranch Resort Spa & Casino

2300 Paseo Verde Pkwy.

Sponsors: Allegiant Travel, CenturyLink, NV Energy, Southwest Gas, Sunrise Health System, Touro University and Porter Group.

8

FRIDAY, APRIL 8

SOUTHERN NEVADA FORUM HIGHER EDUCATION COMMITTEE

At this meeting, participants have the opportunity to discuss concerns and needs to higher education in Nevada.

3:30 – 5:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Complimentary.

11

MONDAY, APRIL 11

VEGAS YOUNG PROFESSIONALS TOASTMASTERS

See April 4

00 - CHAMBER EVENT

00 - VYP EVENT

April Sponsors:



COX | Iseven | allegiant
Travel is our deal.

SOUTHWEST GAS
smarter > greener > better

NVEnergy

CenturyLink®

SUNRISE HEALTH™
SUNRISE | MOUNTAINVIEW
SOUTHERN HILLS | SUNRISE CHILDREN'S

THE PORTER GROUP
BUSINESS AND GOVERNMENT SOLUTIONS

UnitedHealthcare®

Touro University
Nevada

12

TUESDAY, APRIL 12

VEGAS YOUNG PROFESSIONALS BIZ 101

What are some of the benefits of donating your time? Will a leadership or board role at a non-profit organization boost your professional career? Why is it important to volunteer as a young professional? Join VYP for our next session of Biz 101, where we will explore how volunteering in the community and taking internships will help develop your professional skills. Panelists include Mark Brown, CEO of Miracle Flights, Jennifer Campbell, Senior Director of Community Engagement at American Cancer Society, and Lynn Stewart, Volunteer Engagement Manager at United Way of Southern Nevada.

6:00 - 8:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Presenting Sponsors: Cox Communications, UnitedHealthcare,

Media Sponsor: VegasSeven Magazine

18

MONDAY, APRIL 18

SOUTHERN NEVADA FORUM ECONOMIC DEVELOPMENT COMMITTEE

See April 4

19

TUESDAY, APRIL 19

CHAMBER VOICES TOASTMASTERS

See April 5

19

TUESDAY, APRIL 19

CHAMBER CONNECTIONS

See April 5

21

THURSDAY, APRIL 21

BUSINESS BLEND

Join your fellow Metro Chamber and Vegas Young Professionals members for Business Blend, where guests will have a "Taste of Texas." Build your business connections as you sample a variety of cuisines and flavors from Texas Station's restaurants and raise a glass to new contacts. These are some of the Metro Chamber's most popular events, so bring your appetite and plenty of business cards for an evening of growing your network.

5:30 - 7:30 p.m.

Texas Station

2101 Texas Star Ln.

VYP Presenting Sponsors: Cox Communications and UnitedHealthcare

25

MONDAY, APRIL 25

VEGAS YOUNG PROFESSIONALS TOASTMASTERS

See April 4

27

WEDNESDAY, APRIL 27

NEW MEMBER LUNCHEON

At this exclusive event for new members of the Chamber, each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere.

11:00 - 11:30 a.m. Registration & Networking

11:30 - Noon Program

Las Vegas Metro Chamber of Commerce

575 Symphony Park, Suite 100

Sponsor: CenturyLink

Complimentary.

MONDAY, APRIL 25 - THURSDAY, APRIL 28 NEIGHBORHOOD MINGLE

Join your fellow Las Vegas Metro Chamber of Commerce members for your nearest "Neighborhood Mingle." The meetings, held throughout the Valley, will offer a small group setting where local businesses will have the opportunity to enjoy meaningful conversation and relationship building with one another.

During these meetings, Las Vegas Metro Chamber leadership and board members will help facilitate interaction and connections with attendees. *Please note: Space is limited - we request that members only attend one Mingle event.*

7:30 - 8:00 a.m. Registration & Networking

8:00 - 9:30 a.m. Program

MONDAY, APRIL 25: HENDERSON

Nordstrom Rack

579 N. Stephanie St.

TUESDAY, APRIL 26: SUMMERLIN

Kaercher Insurance

9555 Hillwood Dr., Ste 140

WEDNESDAY, APRIL 27: SOUTHWEST

CBS Radio

7255 S. Tenaya Way, Ste. 100

THURSDAY, APRIL 28: NORTH LAS VEGAS

North Las Vegas City Hall

2250 Las Vegas Blvd. North

Workers' Compensation

NEW Workers' Compensation Program Curtails Costs, Covers Members



A

According to the U.S. Department of Labor's Occupational Safety and Health Administration, employers pay almost \$1 billion per week for direct workers' compensation costs alone – both direct (like workers' compensation payments, medical expenses, and legal fees) and indirect (training replacement employees, accident investigation, implementing corrective measures, lost productivity, and costs associated with lower employee morale and absenteeism).

Workers' compensation insurance premiums – like many other insurance premiums – have climbed over the last few years. The fact remains, however, that it is required coverage under Nevada Revised Statute for businesses with any number of employees. To help contain costs for members, the Metro Chamber is introducing a brand new workers' compensation program to help members save money and stay covered.

The Chamber Workers' Compensation program is underwritten by First Choice Casualty Insurance Company, a locally operated company founded in Las Vegas. First Choice focuses on the unique insurance needs of Nevada businesses, providing exceptional customer service and competitive rates. First Choice is a subsidiary of Nevada Mutual Insurance Company.

First Choice Casualty Insurance Company has partnered with the Metro Chamber to provide its members with this required insurance product. With excellent customer service, First Choice ensures that your workers compensation insurance program is loss control oriented, helps you comply with all state laws, is easy to understand, and offers highly competitive rates as compared to other carriers in the local market. It offers online bill payment access, claims information, safety planning, and loss control services. First Choice also works proactively with injured employees to reduce the severity of minimal incidents and to speed their recovery so they can quickly return to the workplace. In addition, it performs loss control services to help avoid injuries by encouraging a safe workplace.

Administered by Chamber Insurance & Benefits, LLC, this program has attractive benefits for Metro Chamber members that qualify. **These include a five percent discount on First Choice base rates for members.** Included in the program are also loss control services, safety training, superior claims handling practices and locally handled personalized service. This new program invites a much broader scope of business classes who can qualify.

The Chamber Workers Compensation program allows Metro Chamber member employers to maximize their membership in the Las Vegas



Metro Chamber of Commerce by creating services tailored specifically to needs of both small and large employers in the Las Vegas Valley. The Chamber Workers Compensation program is available to member groups with 2-500 employees. As a fixed cost to employers, the five percent workers' compensation premium savings from this new member benefit helps offset the cost of Metro Chamber membership.

Let the Metro Chamber help streamline your operations in the area of loss control, management of workers compensation losses, and overall safety administration for workers. Please submit quote requests to Chamber Insurance & Benefits by visiting ChamberIB.com or call 702.586.3889.

MANAGED OFFICE WILL PLEASE THE CEO, CIO & CFO.

Even if they're all
the same person.



No matter who has what responsibility—and no matter what size business, one thing is for sure: money matters. With Managed Office there's no capital expense, no upgrade fees and no surprises. That's because CenturyLink supplies, installs and manages your phone system, data and business applications. That keeps the CEO, CIO and CFO very happy, even if it's all you.

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(B) Seth Ahlborn

Headmaster – Henderson International School

Seth Ahlborn develops a diverse, talented staff and guides innovative curriculum implementation. With the motto "Students First," he leads enrollment and community service programs. A private school leader for 23 years, he studied advanced math for teachers at University of New Hampshire, and holds a Master of Science degree from the University of Wisconsin at Madison, and a Bachelor of Arts degree from the University of North Carolina at Chapel Hill.

(A) Joseph J. Mugan Attorney at Law – Kolesar & Leatham, Chtd.

Joseph Mugan is a shareholder of the firm, practicing primarily in the areas of corporate and commercial transactions, franchise law, banking, and real estate matters. He assists businesses in their formation and corporate governance. He counsels businesses in structuring mergers & acquisitions and assists financial institutions in regulatory compliance matters. He received a Bachelor of Science in Accounting from Creighton University and received his Juris Doctor from UNLV. He sits on the Advisory Board for the Salvation Army.



(D) Lisa Santwer Director of Marketing & Public Relations – Comprehensive Cancer Centers of Nevada

Lisa Santwer oversees marketing and communications for CCCN, which specializes in oncology, hematology, breast surgery, and research. Santwer helped establish CCCN's nonprofit, ORION Cancer Foundation, and serves on the Executive Committee of Candlelighters Childhood Cancer Foundation of Nevada. Her community activities include serving as co-chair for Leadership Las Vegas' Health Day and advisory board for UNLV School of Health Sciences. Santwer is a graduate of Leadership Las Vegas and a 2012 Hall of Fame inductee into the Women's Chamber of Commerce.

(C) Richard DePaso Director – Aardvark Video & Media Productions

Richard DePaso opened his first video production studio in 1987, in Pleasantville, NY. Clients included Mobil Oil, IBM, Pepsi, QVC, Oracle, and New York State, to name a few. In 2002, he opened Aardvark Video in Las Vegas. DePaso has served as the president of the Las Vegas Videographers Association, a national speaker at conventions, and is recognized as an expert in the video business. He believes in thoroughly understanding clients' goals and making the process understandable with a high ROI on their investment.

Spotlights

(E) Allen Oakley

National Sales Manager – Golden Nugget Hotel & Casino

Allen Oakley has been in the Las Vegas hotel sales industry for more than 13 years. Prior to his current role as national sales manager at the Golden Nugget, he had experience with both destination management companies and Las Vegas hotels. He has worked with Caesars Entertainment, The Tropicana, Rumor Boutique Resort, and other reputable companies. Oakley is a veteran of the U.S. Navy, having served as an aviation administrator with tours in the Persian Gulf and Japan.



(F) Chet Opheikens

Vice President of Business Development – R & O Construction

Chet Opheikens has been employed by R&O Construction for 23 years. He is vice president of business development for the company's Las Vegas regional office. Opheikens builds and nurtures client relationships that generate qualified construction leads and manages the pre-construction services team. He is involved in many local organizations such as NAIOP, ICSC, NPFMA, LVMCC, Nellis Air Force Base Honorary Commander, and a board role for the Henderson Development Authority.

(G) Lisa de Marigny

President and CEO – Showtime Tours/Mark Travel Corporation

Lisa de Marigny leads a team that is driven to be unique, be well, work well, live well, and embrace change. She grew up in the transportation business while earning a B.S. in organizational leadership from Penn State University. She joined Showtime in 2006 and is a 2012 graduate of Leadership Las Vegas. Showtime is the premier airport shuttle, charter bus, and sightseeing tour company with more than 15 years of getting the show on the road for Las Vegas visitors and local community organizations.



(H) Stephanie Tyler

President – AT&T Nevada

Stephanie Tyler, president of AT&T Nevada, is an accomplished external affairs executive with more than 20 years of multi-state experience in administering government relations programs, corporate communications, campaign management, and public service. She is responsible for external affairs for AT&T including state and local government relations, community affairs, regulatory and legislative activities, and infrastructure investment. Tyler is a former Nevada State Senator and a graduate of the University of Nevada. She maintains offices in Las Vegas, Reno and Carson City.



You're Invited!

Please join us for the 2016
Family Owned Business Award Ceremony.

May 11th
Southern Nevada
Springs Preserve

11:30am Networking
12:00pm Luncheon

May 12th
Northern Nevada
Peppermill

11:30am Networking
12:00pm Luncheon

RSVP at NevadaBusiness.com/FOB



Member News

RED - PRESIDENT'S CLUB MEMBER



Wheeling and Dealing

America First Credit Union opened a new branch in Downtown Summerlin. This branch marks the credit unions fourteenth location servicing Southern Nevada.

Lewis Roca Rothgerber LLP and Christie, Parker & Hale LLP announced they have become **Lewis Roca Rothgerber Christie LLP**. The combination brings together two well-respected law firms creating a top-level intellectual property practice group with broad industry and technical depth serving clients across the entire spectrum of IP.

Commercial Executives Real Estate Services represented Beltway One Development Group in the lease of office space located at 9121 Russell Rd., Ste. 115. The transaction is valued at \$237,243.

DC Building Group was selected as the general contractor for the new Southern Hills Baptist Church campus.

Community Service

Twelve volunteers from the **Brownstein Hyatt Farber Schreck** offices read to students at Halle Hewetson Elementary School during Nevada Reading Week.

City National Bank and Barnes & Noble presented the Assistance League Las Vegas and its Operation School Bell Program with new books and a matching donation totaling over \$25,000.

Announcements



City National Bank named Connie Brennan and Nancy Wong to its Southern Nevada Advisory Board. Brennan is owner, publisher, CEO and editor-in-chief of *Nevada Business Magazine*. Wong is principal of **Arcata**

Associates Inc. and broker-salesperson with Coldwell Banker Premier Realty.



Nevada State Bank named Craig Wilner and Stephanie Carrero as branch managers. They will oversee the branch staff, client services, and banking operations for their respective branches.



MountainView Hospital named Therese Bell, RN, as vice president of operations. Bell most recently served as the hospital's director of surgical operations.



The Howard Hughes Corporation promoted Danielle Bisterfeldt to vice president of marketing for Summerlin. Bisterfeldt's responsibilities will now include oversight of marketing and public relations for Downtown Summerlin.



Bank of America named Al Welch as market vice president. In this role, Welch will work across the region to connect Bank of America's business lines to deliver integrated financial services to individuals, families, and businesses.

Boulder Station unveiled renovations to its race and sports book, including new LED TV technology, three new HD video walls, and an electronic odds display system.

Grant A Gift Autism Foundation appointed Kirk Homeyer to its advisory board. Homeyer is an associate for **Brownstein Hyatt Farber Schreck**.

The Fremont Street Experience Board welcomed Patrick Hughes as the new president and CEO of **Fremont Street Experience**. Hughes was previously **Cannery Casino & Hotel's** vice president and general manager.

Axiom Cyber Solutions announced the public release of the Axiom Sentinel™ Distributed Denial of Service mitigation appliance. Axiom's engineering and development teams demonstrated 100 gigabits of mitigation in a single appliance.

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

Congratulations

Lewis Roca Rothgerber Christie was named Firm of the Year for Nevada by Benchmark Litigation. Benchmark Litigation recognizes top U.S. law firms for their ability to handle complex cases.

Seventeen physicians at **Comprehensive Cancer Centers of Nevada** were honored as "Leading Physicians of the World." The prestigious recognition was awarded by Leading Physicians of the World, a subsidiary of the International Association of HealthCare Professionals.

Desert Radiology celebrated 50 years of providing the community with quality care. Founded in 1966, Desert Radiology has 70 board-certified physicians and more than 300 staff members.

Americana Safety celebrated its 20th anniversary. Founded by its president, Joseph DeMaria, Ph.D., Americana Safety is a nationwide safety consulting and expert witness firm.

Upcoming Events

The Real Estate Expo Las Vegas will be held from Friday, April 8 – Saturday, April 9, at Cashman Center. The event will feature 60 exhibitors and 30 informational and educational sessions. The event marks the first time that local home builders and real estate professionals partner to showcase all things real estate under one roof. The expo is free and open to the public. For more information, visit realestateexpolv.com.

University of Nevada Cooperative Extension will host a one-day workshop on "Gardening In Small Places: Understanding Your Irrigation," on Saturday, April 9, from 8:00 a.m. – noon. The \$25 class is limited to 25 attendees and pre-registration is required. For more information, contact Elaine Fagin at fagine@unce.unr.edu.

Olive Crest will hold its annual "Be the Change... An Evening of Hope" event on Saturday, April 16, at Crimson inside the Red Rock Casino Resort & Spa, from 6:00 – 9:00 p.m. The evening will feature entertainment, drinks, hors d'oeuvres, and auctions. For more information, visit olivecrest.org/nv.

Vegas PBS Presents

2016

SBA SMALL BUSINESS
AWARDS LUNCHEON

Wednesday, May 4

Gold Coast Hotel and Casino

4000 W. Flamingo Road, Las Vegas, NV 89103

Check-in: 11:30 a.m. | Luncheon: 12:00 p.m.

Tickets: \$60 | Table of 10: \$550



Register
today!

(702) 799-1010 x5363
scollins@VegasPBS.org
VegasPBS.org/SBA

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Ribbon Cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



RELENTLESS EVENTS

Relentless Events, located at 2310 Paseo Del Prado, Ste. 209A, celebrated its ribbon cutting with staff and Metro Chamber volunteers. Relentless Events, Inc. seeks to reinvent the way that brands connect with consumers by helping a wide variety of companies reach their target markets in an engaging manner. Call 702.545.0561 or visit relentlesseventsinc.com.



SMART & FINAL

Smart & Final announced its new store location at 3750 E. Flamingo Rd. with Clark County Commissioner Chris Giunchigliani, other dignitaries, and Metro Chamber volunteers. It offers convenient locations, quality products and low warehouse prices at more than 85 Smart & Final Extra! stores. Much larger than its traditional warehouse stores, Smart & Final Extra! combines the high quality fresh produce of a farmer's market, the low prices of a discount grocer, and the large club size products of a traditional club store. Call 702.435.1167 or visit smartandfinal.com.



PEACELOVE STUDIOS LAS VEGAS

PeaceLove Studios Las Vegas, located at 117 N. 4th St., celebrated its paint 'splatter' ribbon cutting and grand opening with Mayor Goodman, Councilman Coffin, Congresswoman Titus' representative, Senator Reid's representative, Metro Chamber volunteers, and others. It helps create peace of mind through expressive arts and storytelling. PeaceLove Studios is changing how people think about mental health by helping people find their voice, make meaningful connections, and discover new tools for wellness. Call 702.754.0008 or visit peacelovestudios.com.



FOUNDATION FOR POSITIVELY KIDS

Foundation for Positively Kids welcomed the newest addition to its School Based Health Clinics family, located at 2500 N. Hollywood Blvd. in the Dr. William 'Bob' Bailey Middle School. Positively Kids was joined by several dignitaries, Clark County School District Board of Directors, and many community leaders and Metro Chamber volunteers. Call 702.262.0037 or visit positivelykids.org, Facebook.com/positivelykids or Twitter: @poskids.



NORA'S ITALIAN CUISINE

In celebration of its 25th anniversary, Nora's Italian Cuisine broke ground on its new location at 5780 W. Flamingo Rd. on the northeast corner of Flamingo Rd. and Duneville St. Nora's Cuisine founders, Gino and Nora Mauro stood alongside general manager and developer, Marcello Mauro, and Commissioner Susan Brager during the groundbreaking ceremony at the new site. For more information call 702.873.8990 or visit norascuisine.com.



LO-LO'S CHICKEN & WAFFLES

Lo-Lo's Chicken & Waffles opened at 2040 N. Rainbow Blvd., marking its seventh location. Cutchall Management Co. was one of only three companies that made Inc. 500's fastest growing companies four years in a row. Today, Cutchall Management Company owns and operates nine different concepts with 48 locations. Call 702.483.4311, visit loloschickenandwaffles.com, or follow them on Facebook (facebook.com/loloslasvegas), Twitter (@loloschicken), and Instagram (@loloschickenandwaffles).

PC - President's Club **\$** - Chamber Member Discount



ATI PHYSICAL THERAPY

ATI Physical Therapy announced its name change and new location at 7301 Peak Dr., Ste. 101. ATI Physical Therapy (formerly Matt Smith Physical Therapy) is a privately held, nationally recognized physical therapy organization with more than 500 locations in 17 states. Named Best Physical Therapy Practice in the Nation by *ADVANCE* magazine, ATI is one of the first physical therapy companies in the country to achieve URAC Core Accreditation, recognizing its commitment to quality healthcare. Call 702.940.3000 or visit atipt.com.



VOIP DIALING

Voip Dialing commemorated its grand opening, located at 5940 S. Rainbow Blvd., Ste. 1001, with Congressman Heck's representative, community partners and Metro Chamber volunteers. Voip Dialing provides crystal clear call quality, quality of service priority throughout its extended IP network, industry-leading advanced security, and simple and hassle-free implementation. Call 702.927.7777 or visit voipdialing.com.



BRIDAL SPECTACULAR EVENTS, INC.

Bridal Spectacular Events, Inc. celebrated its 25th anniversary at its 2016 Bridal Spectacular Show at Cashman Center with a ribbon cutting. Several community partners, vendors, dignitaries and the Metro Chamber volunteers joined together to recognize this milestone for Bridal Spectacular Events, Inc. Call 702.368.0088 or visit bridalspectacular.com.



LAS VEGAS NATURAL HISTORY MUSEUM

Las Vegas Natural History Museum, located at 900 Las Vegas Blvd. N., held a private event to unveil its new Africa exhibit from donor Gary Primm. Several dignitaries were in attendance, including Mayor Carolyn Goodman, Governor Miller, Mayor Pro Tem Steve Ross, representatives from Congresswoman Dina Titus' and Councilman Ricky Barlow's offices. Call 702.384.3466 or visit lvnhm.org.



ELEVATED JUICE

Elevated Juice, located at 7703 N. El Capitan Way, Ste. 140, commemorated its grand opening with friends, family, and Metro Chamber volunteers. Elevated Juice provides courteous service in a comfortable setting, offering free Wi-Fi to all customers and giving them a chance to sit, relax, and enjoy amazing juice and coffee while conducting business without interruption. Call 702.305.2463 or visit drinkelevatedjuice.com.



PC UNLV OFFICE OF ECONOMIC DEVELOPMENT

UNLV Office of Economic Development and the Research Foundation celebrated the opening of new locations at the Innevation Center, powered by Switch. The ceremony celebrated the enhanced partnership that has resulted in an advanced dedicated research network, positioning UNLV as one of the most highly connected universities in the world. Call 702.895.5200.

YOUR BRAND ON *BLAST!*

Exhibiting Best Practices for Your Small Business

E

xhibiting opportunities are a great way to get in front of new customers, promote your brand to new or existing audiences,

introduce new products or services, or simply reacquaint attendees with your business. It's a chance for your employees to demonstrate their standards of service, as well as simply engage people with your company. You want to make sure, however, that your company is getting the most of your marketing dollars when you exhibit. Here are a few tips, tricks, and best practices to help you have a successful exhibit that gives you return on your marketing – and time – investment:

Know Your Goals – At this trade show, do you want to increase market share with existing users? Introduce a new product? Promote a service? Know your specific goal of exhibiting beyond gaining new contacts and leads, and build your booth strategy, including design, collateral, and any special offers or demonstrations, around it.

Make It Interactive – Engaging attendees at a trade show creates memorable experiences, social

media buzz, and leaves an impression on an audience that will be overwhelmed with messages, collateral, and tchotchkes by the end of the day. Using product demonstrations, interactive displays, sensory experiences, and new angles to promote your products can help you stand out among the crowd.

Create Buzz – Let your existing clients and prospects know you'll be exhibiting. Most exhibitor packages include a bundle of tickets, so be sure your top customers have a few. Tease your exhibit booth on social media, hinting at any giveaways, new products, or features your booth will have. Mention it in your e-newsletter and have collateral at your place of business to let people know you'll be there and where to find you on the trade show floor.

Train Your Team – Make sure the team staffing your booth knows the message behind what your booth says, can speak well about your products and services, projects professionalism, and has roles for the day, like refilling collateral or conducting product demonstrations.

Follow Up FAST – After trade shows, you will likely have a fishbowl of

business cards or a form on your website with many new contacts. Be sure to have a plan for reaching out to them as soon as possible after the show. Some companies incentivize their staff for trade show conversions, but you should at least ensure that you have a plan for following up with any lead right after the show, as well as give your staff – and yourself – time to contact them.

Trade shows are a great vehicle to promote your business, and can be a powerful marketing tool. Use these tips as you plan for Business Expo, the Metro Chamber's annual networking and trade show event, on Wednesday, June 15, at Cashman Center. Exhibitor opportunities are available exclusively for Metro Chamber members in good standing, and start at just \$575. Interested exhibitors are welcome to attend the Business Expo Exhibitor Workshop, where you can learn more about marketing tips and best practices, load-in and load-out logistics from the trade show partner for Business Expo, and meet and network with fellow exhibitors. For more information on Business Expo, visit LVChamber.com or call 702.641.5822.

GET AHEAD. GET CONNECTED.
GET YOUR BOOTH.

LAS
VEGAS
METRO
CHAMBER OF COMMERCE

YOUR BRAND
IN FRONT OF
NEARLY 2,000
PROFESSIONALS

RESERVE
TODAY & SELECT
YOUR SPACE!



business **expo**

JUNE 15, 2016

LVChamber.com or 702.641.5822

Going, Going, Green! Environmental Practices to Save Money and Reduce Your Business' Footprint

- NV Energy offers programs such as mPowered Commercial, solar wind and hydro rebates, time of use rates, and energy-saving information and tips on its website. Visit nvenergy.com for details.
- Southwest Gas has several “Smarter Greener Better” resources, including a search tool for rebates on energy-efficient appliances and equipment

There are countless ways to green up your business in the spirit of Earth Day on April 22. Let the Metro Chamber know what you're doing by tweeting @LVChamber a photo of how your business has implemented a new green policy or technology in its everyday practices.



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Upcoming Events

THURSDAY, APRIL 21

BUSINESS BLEND

Get a taste of Texas Station as you mix, mingle and build business relationships with fellow Vegas Young Professionals and Metro Chamber members. This is a great opportunity to build your network to a broad audience.

5:30 – 7:30 p.m.
Texas Station
Hotel & Casino

Complimentary for VYP members.

REGISTER ONLINE AT
VEGASYP.COM.



The Benefits of Volunteering

By Matthew Lindsey, Marketing Chair, Vegas Young Professionals

April is home to one of my favorite weeks of the year. National Volunteer Week is April 10-16, celebrated annually since 1970, and is the perfect time to acquaint yourself with a new opportunity to serve your community.

Where do you begin when seeking the perfect organization that matches your skillset, passions, and availability? Upon initial research, the possibilities can be daunting, however, Vegas Young Professionals can offer some quick access options to get you plugged in so you can start making a difference in your community sooner rather than later.

Did you know that Vegas Young Professionals has a committee specifically dedicated to community outreach? We meet once a month to volunteer at various charities throughout the Valley. This month, VYP is helping the Outside Las Vegas Foundation with a site clean-up on April 9. For more information, visit vegasyp.com.

Aside from the social, communal, and health (studies show volunteering is healthy both emotionally and physically) benefits associated with volunteering, there are some technical applications to garner a skill or trade. Internships can be a valuable space to sharpen your real world experience and

foster professional relationships in the profession in which you are interested.

If you are a collegiate, there are many college programs that will pair you with a company looking for an intern (paid and unpaid) seeking hands-on experience.

Don't let unpaid internships discourage you; often the soft skills and experience gained far exceeds any monetary compensation. Oftentimes, internships result in long-term employment possibilities.

If you are fresh off the graduation stage or further along in your professional career and eager to share your talent, look no further than your computer screen for the perfect internship.

- InternshipPrograms.com
- LinkedIn.com
- Glassdoor.com

Regardless of the application, the net benefits are plentiful. Not only does volunteering & interning shed a philanthropic light on your brand, you walk away positively impacting your community, fostering new relationships while opening new doors, mentoring future leaders, and helping those less fortunate. What are you waiting for? Get out there and volunteer today!



Fusion Mixer @ WOLFGANG PUCK



VYP celebrated its tenth anniversary at Wolfgang Puck inside Downtown Summerlin. Members raised a glass to business connections, professional development, and ushering in the next decade of VYP! *Photo credit: Thomas Tran*

The Final Word

MARCH ACCOMPLISHMENTS

A

Although in March we celebrated St. Patrick's Day, we know we can't rely on luck alone to make our businesses work. We must be diligent and strategic and lay a foundation that cultivates a strong business environment. Here are a few of the things the Metro Chamber did for you in March:

- With the Las Vegas Global Economic Alliance, welcomed more 600 business and community leaders to the Smith Center for the Business + Education (BE) Engaged Conference, where we discussed the importance of committing time and resources to accelerate student achievement in the classroom
- Participated in groundbreakings for Dignity Health - St. Rose Dominican's new facility in North Las Vegas as well as Enclave, a 75,000-square-foot venue space opening in January 2017.
- Helped improve member business operations by introducing new, members-only products and services from Cox Communications
- Discussed the advancement of a new era of medicine in Southern Nevada with the deans from UNLV School of Medicine, Touro University Nevada, and Roseman University of Health Sciences during an information-packed Business Power Luncheon
- Celebrated 10 years of Vegas Young Professionals at the Anniversary Fusion Mixer at Wolfgang Puck Bar & Grill in Downtown Summerlin
- Continued to partner with Southern Nevada legislators and other business and community stakeholders to set regional priorities for the 2017 Legislature during Southern Nevada Forum committee meetings
- Mingled with new members and gave them tools and resources to maximize their Metro Chamber membership during the New Member Breakfast
- Partnered with the American Red Cross of Southern Nevada to give members the information they need to keep their business open during a potential threat during Focus Las Vegas: Open for Business
- For International Women's Month, highlighted the leaky pipeline of women leadership in workforce, and urged the business community to recognize that every piece of human capital we have is critical to our success
- Recognized more than 500 employees for their dedication to their customers at the Customer Service Excellence breakfast
- Helped members protect their business against fraud, understand the process to become a certified minority or women-owned business, learn the importance of collecting feedback for a business and get information on managing risk in the workplace during Chamber University
- Heard the professional journey of Caroline Ciocca, president & CEO of Make-A-Wish of Southern Nevada, during Vegas Young Professionals Bigwig Lunch Time



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Levocetirizine 5mg	30qty	\$78.99	\$16.91	78%
Clarinet 5mg	30qty	\$267.01	\$201.87	24%
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EGGS & ISSUES



U.S. CONGRESSMAN
JOE HECK

APRIL 6, 2016

8:00 - 9:30 a.m.

\$40: Members
\$55: Non-members
\$400: Table of ten

Green Valley Ranch Resort Casino & Spa



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APRIL 2016

BUSINESS *BLEND*



Thursday, April 21

5:30 - 7:30 P.M.

Complimentary for VYP and
Metro Chamber Members

Texas Station Gambling Hall & Hotel

702.641.5822 or LVChamber.com